

CLAIMS

1. A colored bright pigment comprising a base material
5 of scaly glass flakes on the surface of which a coating layer
is optionally formed, wherein the surface of said base material
is coated with a silica-based coating film containing a pigment.

2. The colored bright pigment according to claim 1,
10 wherein the pigment is an inorganic pigment or an organic
pigment.

3. The colored bright pigment according to claim 1 or claim
2, wherein the pigment has an average particle size of 10 nm
15 to 1 μm .

4. The colored bright pigment according to any one of
claims 1 to 3, wherein the base material is scaly glass flakes
on the surface of which a coating film layer is formed.

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5. The colored bright pigment according to claim 4,
wherein the coating film layer is comprised of at least one metal
selected from the group consisting of gold, silver, platinum,
palladium, titanium, cobalt and nickel, and/or an alloy
25 thereof.

6. The colored bright pigment according to claim 4,
wherein the coating film layer is comprised of at least one metal
oxide selected from the group consisting of titanium oxide, iron

oxide and zirconium oxide.

7. The colored bright pigment according to any one of claims 1 to 6, wherein the silica-based coating film is a matrix
5 comprising substantially only silica.

8. A coating material comprising the colored bright pigment according to any one of claims 1 to 7.

10 9. A resin composition comprising the colored bright pigment according to any one of claims 1 to 7.

10. An ink comprising the colored bright pigment according to any one of claims 1 to 7.
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11. A cosmetic comprising the colored bright pigment according to any one of claims 1 to 7.